

741 Long
CONFIDENTIAL

TO: Those Listed

FROM: C.V. Mace

DATE: June 2, 1965

SUBJECT: Review of Cigarette Product Development Program:

The four cigarette products were reviewed in terms of progress towards their goals, priority, and time schedule with RADOC, May 26th. An outline is attached setting forth the major points presented at the review.

Our slow progress to date with the development of the first two products is primarily due, I believe, to our lack of smoke flavor knowledge and to not knowing which smoke constituents have the greatest negative effect on mucus flow. Much new technical information regarding filters and regarding means to reduce B(a)P of smoke is also required for the program.

During the meeting it was agreed we would follow the recommendations given on page 9 with some additions. Critical areas requiring attention are these:

I. Interim Triple - (Improved Flavor)

- A. Continue effort to achieve acceptable flavor at the 14mg. TPM level. Dr. Cornell and Dr. Deszyck will carry on this effort.
- B. In parallel effort,* try to obtain acceptable flavor via relaxing the TPM level (raise to 20mg) and via modification of blend.

Acceptability must be proven via pack mail-out field test by September 1, 1965, in order to meet a commercial production date of 7-'66.

II. Improved P.M. Filter - (Improved Filter)

Look for new filter candidates; that is, other than polyox carbon on tow and fused polyox carbon for the improved dual product.

III. Lo-Fi LongPar - (Product and Process)

Give greatest emphasis to developing at least one acceptable consumer product by 9-'65, and to developing the information regarding machine and process which will insure the commercial machine will be ready to go by 9-'66.

*This effort has been assigned to Mr. Saleeby; Dr. Deszyck and Dr. Cornell will not be concerned with it. It should also be noted that the mucus flow specification must be met at the higher TPM level.

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IV. Revised M-III - (Low Carcinogenic Index)

Develop means to reduce carcinogenic index at least 50% without impairing flavor acceptability by 6-'66. Use Iverson test for physiological evaluation, assume it will correlate with mouse skin painting tests.

V. Supporting Activities

Beef up our technical program in these supporting areas:

- a. Flavor - for all products.
- b. Relation between mucus flow and smoke constituents; have answer by 1-'66.
- c. Total clearance test - needed by 10-'65 for the interim triple.
- d. More sensitive mucus flow method - needed now.
- e. Chronic clearance test - needed by 1-'66 for interim triple.
- f. Carcinogenic index - Relate Iverson test to mouse skin painting by 9-'66 - Iverson test needed by 7-'65.
- g. Nicotine source - needed by 9-'67 for revised M-III

C. V. Mace

CVM:jc

Distribution:

Dr. Wakeham
Dr. Seligman
Mr. Resnik
Mr. Saleeby
Dr. Osdone
Dr. Dunn
Dr. Creamer
Mr. Carpenter
Dr. Deszyck
Mr. Long ✓
Mr. Thomson
Mr. Kraft
Mr. Mason
Dr. Cornell
Dr. Robb
Mr. Bunde
Mr. Merrill
Mr. Szalay

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